

MINUTES
Emery County Travel Bureau
November 4, 2015 11:00am
JWP River History Museum/ Downstairs Conf. Rm.
Green River, Utah



ATTENDANCE:

Members: Tina Carter, Travis Bacon, Jonathan Hunt, Lamar Guymon, Jordan Leonard, Keith Brady, Chelsea Guymon, Penney Riches, Joshua Rowley

Guests: Chris Lazama, Maria Sykes, Brian Brooks

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: October 14th:** A motion was made by Jonathan with a second from Jordan. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** TRT is up \$35,000 overall. TRCC is very good and is up \$9,300 overall. Green River's Resort Tax is ahead \$7,800.
3. **Update/Discuss 2016 Budget:** The event coordinator will be a contracted position instead of a County Employee. Money has been set aside to hire an assistant for Tina. The budget for the coming year, including State Grants will be about \$735,000.
4. **Discuss/Approve/Deny Advertising Funds: Joe's Valley Bouldering Festival:** We have a first time event which has the potential to bring in a lot of money for the County. The Bouldering Festival will be held Thanksgiving weekend. This also has the potential to become a yearly event if it is advertised well and well attended. They are requesting some funds for advertising. Jonathan motions to approve \$2,200 for the Joe's Valley Bouldering Festival with a second from Josh.
5. **Update/Discuss/Approve Action Plan Ideas:** Develop main gathering places in our towns. Update our way-finding signs. Roger Brooks suggests that we start at one end of the block and work up from there. We need to help gather resident attention to help develop the run down areas in our towns. There will be a business conference held at USU Eastern on November 5th where Roger Brooks will be speaking.
6. **Update on RFP for Creative Firm:** Still waiting to hear back from UOT before moving forward. The program is through the LDS Business College and will be \$12,000 and we will need to match it. It's a social media team lead that would work for us 10-20 hours a week. They will help us develop a marketing plan which will include photography work. There were some concerns from the board about how the marketing plan gets implemented. Where the plan and development comes from a business college there were some concerns about students doing the work and the quality of the work. The board was interested in seeing what the business college has done for Box Elder County before moving forward with them. There is also a week long secret shopper program where Roger Brooks helps the communities with suggestions on how to improve our local businesses. It was pointed out that business owners will be more likely to listen to Roger's critiques than if we were to give them. We could have the communities that would like to participate in the program buy in. If a community doesn't buy in then they will be skipped.
7. **Discuss Tourism Conference:** Jordan really enjoyed learning about human nature and how we make decisions. Lamar made a good contact with a travel guide who came to our area for a day trip. Penney enjoyed the speaker and the breakout group she attended. Keith liked the "help don't sell" point which is we should help plan a trip, don't sell them a trip. "Selfie Spots" are a good draw point for visitors. There was a discussion about Goblin Valley benefiting the west part of the county.
8. **Update/Approve/Deny Economic Development Incentives:** We will need to be more specific about who can apply and get the money that the Travel Bureau gave Economic Development. The business must generate TRT or TRCC. Tourism based businesses would benefit more. \$5,000 would be the match so we could give out six grants. The money we give can be used on signage or marketing, where the applicant's money could be used on whatever they liked.
9. **Discuss/Approve/Deny Mission Statement:** Look into any possible changes the mission statement may need.
10. **Discuss/Approve/Deny LA Show:** \$3,300 would be our buy in portion with Sevier and Uintah Counties who plan on participating. This show could be a good place to advertise our bouldering. The LA show is a 2 day event and will be held April 9-10. There was some discussion on the benefits that this show would give us. The only shows we are participating in this coming year are Go-West and the Sportsman's Expo in Salt Lake. Travis motions that we deny going to the LA Festival with a second from Penney. It was mentioned that we should look in to participating in the ABA and NTA shows.

- 11. Update/Approve/Deny Event Coordinator:** This will be a contracted position. Lamar motions to approve the contracted position with a second from Josh.
- 12. Update, Discussion on Possible Recommendation of the Following:**
- a) **Film Related Projects:** There will be a conference on education for film.
 - b) **State Parks:** Electric hook ups are being put in at Huntington State Park. Goblin Valley had their Ultra Marathon and it had a good turn out. There was a Disc Golf Tournament in Green River November 6-7.
 - c) **Trail's Committee:** \$5,000 for Green River was approved. All other projects are moving forward.
 - d) **Potluck:** They had a good meeting where they discussed city beautification. They talked about releasing an RFP. The first draft of Green River's "Best Of" brochure is out to print.
 - e) **EC Chamber:** Lunch and Learn will be held in Green River and the AOG will be presenting.
 - f) **Museums:** Maegan at the San Rafael Museum has been asked to be on the State Museum Board and the Commission has approved for her to participate on it.
 - g) **Expos & Events:** Discussed previously. The Epicenter is helping to plan the Green River Christmas Parade. The tentative date for it will be December 12th. They received the Juror's Award for their display at the Rio. There were over 25 participating artists at the Art Weekend and was well received.
 - h) **Rourism Program:** Caitlin mentioned a Main Street event. It has a \$250 registration fee and will be held in Milwaukee. We need to get a tentative date for Roger's week long visit. The merchant agreement for the discount cards is completed and has been approved by the County Attorney.
- 13. Discuss/Approve/Deny Date Change for Next Meeting:** Date change for December's meeting from the 2nd to the 8th. Motion by Lamar to change the date with a second from Josh.
- 14. Discussion of Old Business:** None.
- 15. Discussion of New Business:** The BLM told the Trail's Committee about and intern program that will assess the Old Spanish Trail. It will cost \$4,000 a month and it has already been determined that the work will take about 2 months to complete so the total cost will be \$8,000. Josh brought up the possibly making assignments for line item 12. Each person would take an item and report on it at the next meeting. We need someone to work with Utah.com about what advertising they have been doing for us. We need more of a focus on film related projects. We need to help the BLM streamline the application process for film projects. Josh discussed adding online and print projects to line item 12. Lamar motions to approve adding online and print projects to line item 12 with a second from Josh.
- 16. Adjourn** – Thank you for coming!